



PRESS RELEASE

11th April 2011

IRN-BRU MAKES SCOTTISH SUMMERS PHENOMENAL WITH NEW ACTION-PACKED ADVERT

From a seaside soaking to a game of swingball, from a muddy music festival to a mad midge invasion...the much-loved moments of our Scottish summertime are set to be celebrated in a phenomenal new TV campaign from Scotland's favourite soft drink, IRN-BRU.

Hitting screens on Friday 15th April, the 60 second seaside escapade celebrates that despite rain, hail or shine, the Scots put a smile on their face and have a phenomenal summer. This dazzling mix of live action and animation is set to a soundtrack from Scottish music star Paolo Nutini and his fast-paced hit, 'Pencil Full of Lead'.

The stars of the advert are two traditional seaside cardboard 'cut-outs' – in the shape of a buxom young woman and a seven stone weakling of a man. A young couple strolls down the esplanade of a small Scottish coastal town and pop their heads through for a laugh...with phenomenal consequences.

An animation sequence then brings our cut-out couple to life, with a riotous chain of events seeing them outwit one another to get their hands on a single can of IRN-BRU in a series of humorous summer scenarios - from a 'human xylophone' made of sunbathers on the beach to an inescapable 'midge afro'!

The new summer campaign is the latest in a long line of pioneering campaigns from IRN-BRU, and aims to give Scots a phenomenal start to their summertime.

IRN-BRU Commercial Director, Jonathan Kemp said:

'Scots are ever hopeful that they'll be enjoying months of unbroken sunshine and lazing on the beach each summer, but when the inevitable grey clouds and drizzle come, we still make the best of it and enjoy our summers to the full. With this campaign, IRN-BRU wanted to have a laugh and celebrate those phenomenal moments that make Scottish summers so distinctive. We hope it will trigger some good memories and get everyone looking forward to a phenomenal summer this year.'

The advert will be live on the IRN-BRU website from Thursday 14th April. Also coming soon, for the first time IRN-BRU will be offering fans the PHENOMENAL opportunity to "Star in the Ad" themselves! Visitors to the IRN-BRU site will be asked to upload a photograph of their face which will then be transformed into one of the leading cut out images from the advert.



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Jonathan continued:

'This is the first time IRN-BRU fans will be able to star in an IRN-BRU advert, they can then post their own version of the advert on Facebook or Bebo which ever social networking site they'd like. We are really excited about the Star in the Ad element and we hope people will have fun uploading their images to the advert.'

Created by the Leith Agency and directed by INK Digital the advert will be shown on screens from Friday the 15th April and will run until June, representing a significant investment for AG Barr.

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Notes to Editors

A G Barr

A G Barr is the UK's leading independent manufacturer of branded soft drinks with an annual turnover of over £200m. Established by Robert Barr in 1875, the company now produces a large range of soft drinks including IRN-BRU, Diet IRN-BRU, BARR Flavoured Carbonates, Tizer, St Clements, D'N'B, Orangina (produced by us under licence from brand owner Schweppes International Ltd), Rockstar (under a manufacturing and distribution agreement with brand owners Rockstar Inc USA), Findlay's Natural Mineral Water and Strathmore Spring Water. The company employs over 1000 people across 12 sites in the UK. Barr Soft Drinks were also the first new Scottish signatory to the 2010 WRAP Courtauld Commitment phase 2 which aims to reduce the carbon impact of grocery packaging, reduce household food and drink and packaging wastes and encourage recycling.